

# Academic Senate

## Career Education Committee Meeting Summary

August 28, 2023 1:00 p.m. to 2:00 p.m.

(In Person Hasley 306 and Zoom Virtual Meeting)

Attendees: Gary Quire, Harriet Happle, Heather Dotter, Jeff Bakery, Jennifer Paris, Jon Amador, Marilyn Jimenez, Nadia Cott, Dr. Omar Torres, Regina Blasberg, SB Tucker and XanTh Stack

Start Time: 1:04 pm.

Note: All upcoming CE Committee meetings will be re-scheduled to BONH 330.

### 1. Approve Previous Minutes

- a) May 08, 2023, Meeting
- b) May 22, 2023, Meeting
  - i. There was a reminder that if you are faculty member serving on this committee you are a voting member.
  - ii. Motion to approve the agenda by XanTh Stack, seconded by Jennifer Paris. U.A.

### 2. Marketing

- a) Mud Turtle update
  - i. Website Update: The CE website was re-designed, organize the tab and made sure all information was relevant. Wendy Trujillo with PIO also looked at the website and provide positive feedback. It was suggested to have faculty go back and review their department websites to make all looks ok.
  - ii. Mud Turtle Commercial: The idea is to create a fun commercial to have on the Business Dept. landing page. There is a video on the website, but it only focuses on accounting. Wendy was open to having 30-minute videos that they can also put on the website. The suggestion it to have faculty talk to their Dean and CC Harriet as her department will pay for the videos.
- b) Website Pages (lets show the Business page):
  - iii. College Assistant help for Website Changes: Many changes to the website have been done by Robyn as she understands the copyright and is vetted via IT. A college assistant can work with Robyn. If anyone is interested in a college assistant let Harriet know. If anyone needs changes to their website, they just need to send an email to Robyn and not schedule a time to meet with her.
  - iv. Faculty Photos: Another appointment will be scheduled with Robyn to upload faculty photos. Robyn is scheduled from 10am – 12pm on Sept. 1<sup>st</sup> for a photoshoot. If anyone is interested, please let Gary and Harriet know.
- c) Contract with Full Capacity Marketing:
  - v. IAC meeting update: Need to re-think how courses are scheduled. The idea is not about accelerating courses but more so about having a focused intendent. With CTE

the focus in on employment. Justin Wallace is working hard to get employers to committee to a certificate pathway and the commitment to an interview. This way the pathway can be tied to courses.

- vi. Full Capacity Marketing Contract: There will be some re-branding done with CE education and to tie with the Employment Center. The idea is to get students work force ready and get them their e-portfolio, Job Speaker profile, their LinkedIn profile ready so they can get an internship.
- d) FOCUSED: There is a need to focus on accelerated courses.
- e) CE commercial: Need to look at the presence on social media. Full Capacity Marketing will be focusing on the most successful way to reach students. The focus will be specifically on CE.

### 3. Travel Policy

- a. Travel Reimbursement: Out of pocket travel expenses can be expensive. Faculty should work with Nancy for payment for travel.
- b. Temporary Business Card: A temporary business card can be used from Business service to cover meals, taxi, etc.
- c. Perkins or SWF Travel Funds Form: Faculty should work with Nancy to obtain a form. Once faculty fill out the form a Travel Authorization will be sent out. Faculty need to know what the hotel preferences are. It is suggested to attach a copy of the event flyer to the form so the district can see where the location of the conference is. This is needed for documentation in the event of an audit. Otherwise, Nancy must find this information on the website. This will be helpful for Nancy and Katherine. Faculty need to copy their school Dean on all travel requests. If anyone is traveling on Perkins and SWF these expenses must be on Harriet's credit card. This must be done this way so that Nancy can do the accounting. Jason Hinkle has been liberal with increasing the credit limit to accommodate this.

### 4. On Base for supplementary services guidelines Advisory Boards

#### a. Assistance with new industry members

- i. On-Base is meant to be a reporting system to obtain pre-authorization for supplemental services.
- ii. Faculty Employer for Internships: If any faculty are interested in working as a lead/faculty employer for an internship, the number of hours for the semester need to be determined in addition to the scope of the work and the number of interns. The number of hours should not exceed 75 hours over the term of the whole semester. Faculty will be paid for supplemental services. An email reminder will be sent to remind faculty to submit a monthly payment request. This request should be inputted into OnBase by the end of the month. For example, faculty should input their hours now for the month of August. Requests need to be inputted by the end of the month and not in December, otherwise Harriet gets in trouble, and this will skew the quarterly basis financial reporting.
- iii. Advisory Board Meetings: Less than 25% of faculty have a scheduled their advisory board meeting. These meetings need to be scheduled to follow compliance with Perkins. If anyone needs assistance, please get in touch with Katherine. If anyone needs help with looking for members to be involved from within their industry it suggested to reach out to Harriet, Justin Wallace and/or Paula Hodge.
- iv. Meeting Modality: Some faculty have had to cancel meetings as many members

have declined or cancelled. It is suggested to have as much lead way with meeting modality for advisory boards as possible. Gary has hosted meetings for the Business Dept in Hyflex. A meeting was scheduled on site at Logix however due to their high security, the internet didn't work well.

- v. Membership: The advisory board list has been examined. In the Business Dept. the meeting was turning into a faculty meeting. In the Hospitality Dept. some changes will take place. In the Construction Dept. there has been some struggles with getting partners to show up to meeting. The suggestion is to reach out to Justin Wallace. The membership goal should be 20-30 industry members in case many are not available to attend, then there can be 6-8 members.
- vi. Spring Road Show: There will be a road show from the Business Dept in the fall and spring semester. Need to see who the employers are posting jobs and reach out to those employers. There are now 7 new industry members. Water Tech has also done a road show and SCV Water has often offered to host the meetings at their locations in person. This poses some challenges with people who have to drive into SCV.
- vii. Perhaps there are other departments that faculty can share space with to help build some momentum. Some programs can be combined to do more industry sector meetings that are acceptable under Perkins. For example, meeting have been held combining Manufacturing and Welding. Need to get employers interested and ask them what they are interested in. What are the knowledge skills and abilities they employers are looking for that the college can be imparting to students to be employable in their industry.

#### **5. Program Review Training:**

- i. Program Review is on year 3. Perkins is now integrated into Program Review.
- ii. The suggestion is to the continue to have discussion in CE and then take back information to the Department meetings. The issue is that not all CE Dept. Chairs are members of the CE Committee. Could others be invited to attend the CE meetings?
- iii. There were break out sessions during the fall semester for program review. The presentation with Daylene was tailored to all Dept. chairs but a more focused tailored version for CE faculty is needed. There is breakout session during one of the IAC meetings, typically in the fall semester for program review.
- iv. The suggestion is to work with the Office of Instruction to get this training on the IAC Calendar. Program Review needs to be completed before faculty are off contract in December. The suggestion is to host the IAC meeting in October and next year in September. If the IAC meeting cannot be scheduled perhaps two separate meetings can be scheduled for CE Dept Chair Program Review training. Another idea is to schedule half the CE committee meeting for training.
- v. Gary will send out an email to all CE dept chairs and let them know what days the program review training will be scheduled for.

#### **6. Program Review Training**

**Announcements:** Open Forum for Discussion

**Full Agenda Items:**

- If anyone has any requests or would like to push an agenda item to spring that can be done. Please reach out to Harriet or Gary with any questions.
- The next CE Committee meeting will be scheduled in BONH 330.

**Adjournment:** 2:00pm